

A Population-Growth Model for Multiple Generations of Technology Products

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A Online Appendix

A.1 Equations of Population Evolution and Competition Sales

$$\begin{aligned}
 x_i(t+1) &= x_i(t) + \beta_1 \left[\sum_{j<i} x_j(t) - \sum_{j>i} x_i(t) \right] + \beta_2 \left[\sum_{j<i} f_{ji}x_j(t) - \sum_{j>i} f_{ij}x_i(t) \right] \\
 &+ \beta_3 \left[\sum_{j<i} x_i(t)x_j(t) - \sum_{j>i} x_i(t)x_j(t) \right] + \beta_4 \left[\sum_{j<i} f_{ji}x_i(t)x_j(t) - \sum_{j>i} f_{ij}x_i(t)x_j(t) \right] \\
 &+ \beta_5 [y(t)I(i \in J) - x_i(t)I(i \in \bar{J})] + \beta_6 [f_{yi}y(t)I(i \in J) - f_{iy}x_i(t)I(i \in \bar{J})] \\
 &+ \beta_7 [x_i(t)y(t)(I(i \in J) - I(i \in \bar{J}))] + \beta_8 [x_i(t)y(t)(f_{yi}I(i \in J) - f_{iy}I(i \in \bar{J}))] \\
 &+ \alpha(t)s_i(t-1) , \tag{A.1}
 \end{aligned}$$

$$\begin{aligned}
 y(t+1) &= y(t) + \beta_5 \left[-\sum_{i \in J} y(t) + \sum_{i \in \bar{J}} x_i(t) \right] + \beta_6 \left[-\sum_{i \in J} f_{yi}y(t) + \sum_{i \in \bar{J}} f_{iy}x_i(t) \right] \\
 &+ \beta_7 \left[-\sum_{i \in J} x_i(t)y(t) + \sum_{i \in \bar{J}} x_i(t)y(t) \right] + \beta_8 \left[-\sum_{i \in J} f_{yi}x_i(t)y(t) + \sum_{i \in \bar{J}} f_{iy}x_i(t)y(t) \right] \\
 &+ \alpha(t)s_y(t-1) , \tag{A.2}
 \end{aligned}$$

$$\begin{aligned}
 s_y(t) &= \beta_5 \left[\sum_{i \in \bar{J}} x_i(t) \right] + \beta_6 \left[\sum_{i \in \bar{J}} f_{iy}x_i(t) \right] + \beta_7 \left[\sum_{i \in \bar{J}} x_i(t)y(t) \right] + \beta_8 \left[\sum_{i \in \bar{J}} f_{iy}x_i(t)y(t) \right] \\
 &+ \alpha(t)s_y(t-1) . \tag{A.3}
 \end{aligned}$$

A.2 Proof of Lemma 3.2

Proof. For brevity we omit the argument β^k of \mathbf{X} in the proof. Since \mathbf{X} is full rank, $\mathbf{X}^T \mathbf{X}$ is invertible. Thus we can rewrite \mathbf{d}^k as

$$\begin{aligned}
 \mathbf{d}^k &= (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{X} [(\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T \mathbf{s} - \beta^k] \\
 &= (\mathbf{X}^T \mathbf{X})^{-1} (\mathbf{X}^T \mathbf{s} - \mathbf{X}^T \mathbf{X} \beta^k) = -(\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T (\mathbf{X} \beta^k - \mathbf{s}) .
 \end{aligned}$$

From the definition of $v(\beta)$, we have

$$\nabla v(\beta^k) = 2[\nabla(\mathbf{X}\beta^k)](\mathbf{X}\beta^k - \mathbf{s}) .$$

Thus

$$\begin{aligned}
 \frac{1}{2}[\nabla v(\beta^k)]^T \mathbf{d}^k &= -\left\{ [\nabla(\mathbf{X}\beta^k)](\mathbf{X}\beta^k - \mathbf{s}) \right\}^T \left[(\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T (\mathbf{X}\beta^k - \mathbf{s}) \right] \\
 &= -(\mathbf{X}\beta^k - \mathbf{s})^T [\nabla(\mathbf{X}\beta^k)]^T (\mathbf{X}^T \mathbf{X})^{-1} \mathbf{X}^T (\mathbf{X}\beta^k - \mathbf{s}) < 0 ,
 \end{aligned}$$

where the last inequality holds because $[\nabla(\mathbf{X}\boldsymbol{\beta}^k)]^T(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T$ is positive definite.

We have made the assumption earlier that $x_i(t)$ is always nonnegative and bounded from above. Therefore, as long as we start with a $\boldsymbol{\beta}^k$ that is bounded, $\mathbf{b}^k = (\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T\mathbf{s}$ is bounded; and thus $\boldsymbol{\beta}^{k+1}$ is bounded. As a result, the sequence $\{\mathbf{d}^k\}$ is bounded and $\{\mathbf{d}^k\}$ is gradient related to $\{\boldsymbol{\beta}^k\}$. \square

A.3 Proof of Proposition 3.5

Proof. From equation (A.1), we have:

$$\begin{aligned} \frac{\partial x_i(t+1)}{\partial \beta_1} &= \frac{\partial x_i(t)}{\partial \beta_1} + \sum_{j<i} x_j(t) - \sum_{j>i} x_j(t) + \beta_1 \frac{\partial}{\partial \beta_1} \left[\sum_{j<i} x_j(t) - \sum_{j>i} x_j(t) \right] \\ &+ \beta_2 \frac{\partial}{\partial \beta_1} \left[\sum_{j<i} f_{ji}x_j(t) - \sum_{j>i} f_{ij}x_i(t) \right] + \beta_3 \frac{\partial}{\partial \beta_1} \left[\sum_{j<i} x_i(t)x_j(t) - \sum_{j>i} x_i(t)x_j(t) \right] \\ &+ \beta_4 \frac{\partial}{\partial \beta_1} \left[\sum_{j<i} f_{ji}x_i(t)x_j(t) - \sum_{j>i} f_{ij}x_i(t)x_j(t) \right] + \beta_5 \left[\frac{\partial y(t)}{\partial \beta_1} I(i \in J) - \frac{\partial x_i(t)}{\partial \beta_1} I(i \in \bar{J}) \right] \\ &+ \beta_6 \left[\frac{\partial y(t)}{\partial \beta_1} f_{yi} I(i \in J) - \frac{\partial x_i(t)}{\partial \beta_1} f_{iy} I(i \in \bar{J}) \right] + \beta_7 \frac{\partial x_i(t)y(t)}{\partial \beta_1} (I(i \in J) - I(i \in \bar{J})) \\ &+ \beta_8 \frac{\partial x_i(t)y(t)}{\partial \beta_1} [f_{yi} I(i \in J) - f_{iy} I(i \in \bar{J})] + \alpha(t) \frac{\partial s_i(t-1)}{\partial \beta_1}. \end{aligned}$$

Since $x_i(t)$, $y(t)$, and $s_i(t)$ are bounded $\forall i, t$, it is easy to show by induction that $\frac{\partial x_i(t)}{\partial \beta_1}$, $\frac{\partial y(t)}{\partial \beta_1}$ and $\frac{\partial s_i(t)}{\partial \beta_1}$

are bounded $\forall i, t$. Since $\frac{\partial x_i(t)x_j(t)}{\partial \beta_1} = x_i(t) \frac{\partial x_j(t)}{\partial \beta_1} + x_j(t) \frac{\partial x_i(t)}{\partial \beta_1}$

and $\frac{\partial x_i(t)y(t)}{\partial \beta_1} = x_i(t) \frac{\partial y(t)}{\partial \beta_1} + y(t) \frac{\partial x_i(t)}{\partial \beta_1}$, it follows that $\frac{\partial x_i(t)x_j(t)}{\partial \beta_1}$ and $\frac{\partial x_i(t)y(t)}{\partial \beta_1}$ are also bounded. We

can show similarly that $\frac{\partial x_i(t)}{\partial \beta_m}$, $\frac{\partial y(t)}{\partial \beta_m}$, $\frac{\partial s_i(t)}{\partial \beta_m}$, $\frac{\partial x_i(t)x_j(t)}{\partial \beta_m}$, and $\frac{\partial x_i(t)y(t)}{\partial \beta_m}$ where $m = 2, \dots, 8$ are bounded.

Consequently, $\lim_{\beta \rightarrow 0} (\nabla_{\boldsymbol{\beta}} X)\boldsymbol{\beta} \rightarrow 0$. Therefore,

$$\begin{aligned} \lim_{\beta \rightarrow 0} [\nabla(\mathbf{X}\boldsymbol{\beta})]^T(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T &= \lim_{\beta \rightarrow 0} [\mathbf{X} + (\nabla\mathbf{X})\boldsymbol{\beta}](\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T \\ &= \lim_{\beta \rightarrow 0} \mathbf{X}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T + \lim_{\beta \rightarrow 0} (\nabla\mathbf{X})\boldsymbol{\beta}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T = \lim_{\beta \rightarrow 0} \mathbf{X}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T, \end{aligned}$$

where the last equality follows from $\lim_{\beta \rightarrow 0} (\nabla_{\boldsymbol{\beta}} \mathbf{X})\boldsymbol{\beta} \rightarrow 0$. Since \mathbf{X} is full rank, the term $\lim_{\beta \rightarrow 0} \mathbf{X}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T$

is positive definite. (To see that $\mathbf{X}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T$ is positive definite, consider any $\mathbf{a} \neq 0$. Define $\mathbf{b} = (\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T\mathbf{a}$; thus $\mathbf{a} = \mathbf{X}\mathbf{b}$. We then have $\mathbf{a}^T\mathbf{X}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T\mathbf{a} = \mathbf{a}^T\mathbf{X}\mathbf{b} = \mathbf{a}^T\mathbf{a} > 0$.) Hence the matrix $\lim_{\beta \rightarrow 0} [\nabla(\mathbf{X}\boldsymbol{\beta})]^T(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T$ is positive definite. From Corollary 3.3, the augmented iterative approach converges to a stationary point of $v(\boldsymbol{\beta})$. \square

A.4 Proof of Positive Definiteness of $(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T(\mathbf{X}\mathbf{X}^T)^{-1}\mathbf{X}$

Proof. To see this, consider any $\mathbf{y} \neq 0$. Define $\mathbf{b} = (\mathbf{X}\mathbf{X}^T)^{-1}\mathbf{X}\mathbf{y}$; thus $\mathbf{y} = \mathbf{X}^T\mathbf{b}$.

Therefore, $\mathbf{y}^T(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T(\mathbf{X}\mathbf{X}^T)^{-1}\mathbf{X}\mathbf{y} = \mathbf{y}^T(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T\mathbf{b} = \mathbf{b}^T\mathbf{X}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T\mathbf{b} > 0$, where the first equality holds by the definition of \mathbf{b} , the second equality holds because $\mathbf{y}^T = \mathbf{b}^T\mathbf{X}$, and the last inequality holds due to positive definiteness of $\mathbf{X}(\mathbf{X}^T\mathbf{X})^{-1}\mathbf{X}^T$ as shown in the proof of Proposition 3.5. \square

A.5 Plot of Intel's Sales

Figure 7 shows Intel's sales (data are masked).

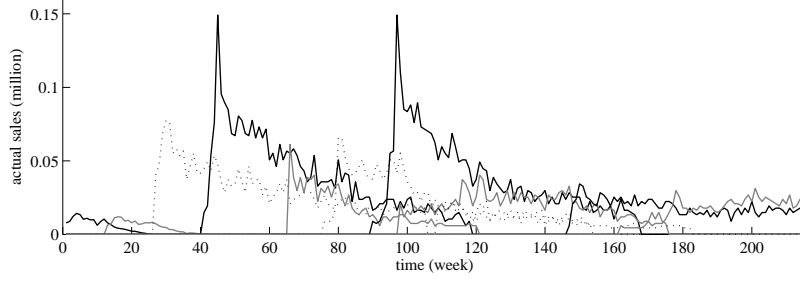


Figure 7: Intel Sales

A.6 Additional Implementation Details of the Intel Application

In this part of the appendix, we provide additional details on the implementation of our method. The masked data set is made available with this online appendix. To ensure small β values, we scale down the sales by 10^6 . The trend curve estimated for total market sales (including sales by Intel and estimated sales for competition), denoted by $S(t)$, has the form $S(t) = \frac{a}{1+e^{-kt+b}}$ where $a = 0.885$, $b = 1.474$ and $k = 0.04818$, and we estimate the percentage expansion $\alpha(t)$ using $\alpha(t+1) = \frac{S(t+1)-S(t)}{S(t)}$. The iterative descent method is implemented in Matlab, using the procedure described in Section 3 and Corollary 3.3. We use the limited maximization rule (as described at the end of Section 3.2) for determining the step size. The initial parameter estimates are obtained using the cumulative sales as approximates for population path and running a linear regression as in equation (2.11). We then apply the iterative descent method to obtain the parameter estimate using the training data. This parameter estimate is then used to compute various fit and forecast errors according to the following equations. We use $\underline{t}(i)$ and $\bar{t}(i)$ to denote the introduction and ending time periods for product i . Let F be the set of products that has sales during the training data window (the first 120 weeks), and let F^p be the set of products that peaked during the training window. Let G be the set of products that have sales during the test window (the 96 weeks starting from week 121) and G^p be the set of products that peaked during the test window. Note that the set F and set G may overlap. The errors for model fit are computed as

$$\begin{aligned}
 \text{RMSE} &= \sqrt{\frac{\sum_{i \in F} \sum_{t=\underline{t}(i)}^{\bar{t}(i)} (\hat{s}_i(t) - s_i(t))^2}{\sum_{i \in F} (\bar{t}(i) - \underline{t}(i) + 1)}}, \\
 \text{MAE} &= \frac{\sum_{i \in F} \sum_{t=\underline{t}(i)}^{\bar{t}(i)} |\hat{s}_i(t) - s_i(t)|}{\sum_{i \in F} (\bar{t}(i) - \underline{t}(i) + 1)}, \\
 \text{MAPE} &= \frac{\sum_{i \in F} \sum_{t=\underline{t}(i)}^{\bar{t}(i)} (\hat{s}_i(t) - s_i(t))/s_i(t)}{\sum_{i \in F} (\bar{t}(i) - \underline{t}(i) + 1)}, \\
 \text{MdMAPE} &= \text{median}\{(\hat{s}_i(t) - s_i(t))/s_i(t)\}_{i \in F, t=\underline{t}(i), \dots, \bar{t}(i)}, \\
 \text{cumAPE} &= \frac{\sum_{i \in F} \sum_{t=\underline{t}(i)}^{\bar{t}(i)} (\hat{c}s_i(t) - c s_i(t))/c s_i(t)}{\sum_{i \in F} (\bar{t}(i) - \underline{t}(i) + 1)}, \\
 \text{peakMAPE} &= \sum_{i \in F^p} (\hat{s}_i^p(t) - s_i^p(t))/s_i^p(t)/|F^p|, \\
 \text{timeMAE} &= \sum_{i \in F^p} (\hat{t}_i^p - t_i^p)/|F^p|,
 \end{aligned}$$

where $s_i(t)$ and $\hat{s}_i(t)$ ($c s_i(t)$, $\hat{c} s_i(t)$) represent the actual and predicted sales (cumulative sales), and $|F^p|$ denotes the size of set F^p . Note that if the sales of product $i \in F$ started before week 1 or ended after week 120, we revise the values of $\underline{t}(i)$ and $\bar{t}(i)$ accordingly (i.e., set $\underline{t}(i) = 1$ or $\bar{t}(i) = 120$) when computing the fit error. Using the parameter obtained from the training data set, we generate sales forecast based on

equation (2.7), as well as equations in the online appendix A.1. We do not update the parameter estimates when making forecast, so the forecasts are not based on a rolling horizon. The forecast errors are similarly computed as for the fit errors by replacing sets F and F^p with sets G and G^p respectively.

For the alternative methods, Bass, Norton-Bass and Jun-Park methods, data fitting is performed in SAS. The parameter estimates are then imported to Matlab to generate forecast and compute fit and forecast errors, following the same error measure equations shown above.

A.7 Sensitivity to Initial Population Size

Tables 14 to 15 illustrate how the model fit, and forecast are affected when the estimate of the initial population size fluctuates. We illustrate with the “constrained, perf-only, best-comp” specification and vary the initial population of the competition, $y(0)$, and the initial population of product 1, $x_1(0)$.

$y(0)$	$x_1(0)$	RMSE	MAE	MAPE	MdAPE	cum MAPE	peak MAPE	time MAE	R^2
6M	0M	0.0175	0.0122	67%	42%	49%	3.45%	5.6	0.41
7M	0M	0.0176	0.0121	67%	41%	49%	3.43%	5.6	0.41
7.5M	0M	0.0176	0.0121	67%	41%	50%	3.44%	5.4	0.40
8M	0M	0.0177	0.0121	67%	41%	50%	3.45%	5.7	0.40
9M	0M	0.0178	0.0121	67%	41%	50%	3.47%	5.7	0.39
6M	1M	0.0175	0.0120	66%	39%	53%	3.43%	5.3	0.41
7M	1M	0.0177	0.0120	66%	39%	53%	3.45%	5.7	0.40
7.5M	1M	0.0177	0.0120	66%	40%	53%	3.46%	5.7	0.39
8M	1M	0.0178	0.0121	66%	40%	53%	3.47%	5.7	0.39
9M	1M	0.0179	0.0121	66%	38%	53%	3.49%	4.6	0.38

Table 14: Sensitivity of Model Fit to Initial Population Size

$y(0)$	$x_1(0)$	RMSE	MAE	MAPE	MdAPE	cumMAPE	peakMAPE	timeMAE
6M	0M	0.0134	0.0110	112%	46%	75%	0.44%	5.0
7M	0M	0.0118	0.0095	99%	39%	66%	0.60%	13.3
7.5M	0M	0.0111	0.0089	94%	38%	61%	0.69%	13.7
8M	0M	0.0105	0.0083	88%	35%	57%	0.77%	13.7
9M	0M	0.0095	0.0074	78%	31%	48%	0.92%	13.7
6M	1M	0.0118	0.0095	100%	39%	66%	0.61%	7.0
7M	1M	0.0105	0.0084	88%	35%	57%	0.77%	13.7
7.5M	1M	0.0100	0.0079	83%	34%	53%	0.84%	13.7
8M	1M	0.0096	0.0075	78%	32%	49%	0.90%	13.7
9M	1M	0.0089	0.0069	70%	28%	42%	1.02%	13.7

Table 15: Sensitivity of Forecast to Initial Population Size

A.8 Product Strength as a Weighted Sum of Performance and Price

Let the gap of product strength between product i and product j be given by $f_{ij} = g_{ij} + wr_{ij}$, where g_{ij} represents performance improvement and r_{ij} represents the price improvement from product i to product j . Therefore, the “perf-only” specification, in which $f_{ij} = g_{ij}$, is a special case with weight $w = 0$. Tables 16 and 17 show the fit and forecast performance respectively as the weight w increases.

w	RMSE	MAE	MAPE
0.00	0.017607	0.01210	66.7%
0.01	0.017607	0.01210	66.7%
0.05	0.017612	0.01212	66.9%
0.10	0.017625	0.01215	67.2%
0.20	0.017666	0.01223	67.8%
0.30	0.017719	0.01232	68.3%
0.40	0.017773	0.01240	68.6%
0.50	0.017809	0.01241	68.6%

Table 16: Model Fit as the Weight of Price Increases (“constrained, best-comp”)

w	RMSE	MAE	MAPE
0.00	0.0111	0.0089	94%
0.01	0.0112	0.0090	94%
0.05	0.0115	0.0093	98%
0.10	0.0119	0.0097	101%
0.20	0.0127	0.0104	108%
0.30	0.0135	0.0112	115%
0.40	0.0146	0.0122	124%
0.50	0.0155	0.0131	130%

Table 17: Forecast Performance as the Weight of Price Increases (“constrained, best-comp”)

INTEL SALES

Week	Product 1	Product 2	Product 3	Product 4	Product 5	Product 6	Product 7	Product 8	Product 9	Product 10	Product 11
1	7825	0	0	0	0	0	0	0	0	0	0
2	8806	0	0	0	0	0	0	0	0	0	0
3	12192	0	0	0	0	0	0	0	0	0	0
4	14242	0	0	0	0	0	0	0	0	0	0
5	13506	0	0	0	0	0	0	0	0	0	0
6	10300	0	0	0	0	0	0	0	0	0	0
7	10960	0	0	0	0	0	0	0	0	0	0
8	9941	0	0	0	0	0	0	0	0	0	0
9	9996	0	0	0	0	0	0	0	0	0	0
10	6235	0	0	0	0	0	0	0	0	0	0
11	8686	0	0	0	0	0	0	0	0	0	0
12	10415	0	0	0	0	0	0	0	0	0	0
13	7866	6360	0	0	0	0	0	0	0	0	0
14	6584	7077	0	0	0	0	0	0	0	0	0
15	4985	11268	0	0	0	0	0	0	0	0	0
16	4215	11965	0	0	0	0	0	0	0	0	0
17	3889	11723	0	0	0	0	0	0	0	0	0
18	3479	9041	0	0	0	0	0	0	0	0	0
19	2845	9603	0	0	0	0	0	0	0	0	0
20	2184	7886	0	0	0	0	0	0	0	0	0
21	2067	9091	0	0	0	0	0	0	0	0	0
22	1546	6736	0	0	0	0	0	0	0	0	0
23	1031	7176	0	0	0	0	0	0	0	0	0
24	735	7972	0	0	0	0	0	0	0	0	0
25	238	7764	0	0	0	0	0	0	0	0	0
26	56	8205	0	0	0	0	0	0	0	0	0
27	0	7275	40284	0	0	0	0	0	0	0	0
28	0	5813	47744	0	0	0	0	0	0	0	0
29	0	4938	68632	0	0	0	0	0	0	0	0
30	0	4701	77584	0	0	0	0	0	0	0	0
31	0	3316	76092	0	0	0	0	0	0	0	0
32	0	3273	55204	0	0	0	0	0	0	0	0
33	0	2348	58188	0	0	0	0	0	0	0	0
34	0	1817	53712	0	0	0	0	0	0	0	0
35	0	1692	56696	0	0	0	0	0	0	0	0
36	0	558	37300	0	0	0	0	0	0	0	0
37	0	1045	46252	0	0	0	0	0	0	0	0
38	0	842	55204	0	0	0	0	0	0	0	0
39	0	597	41776	0	0	0	0	0	0	0	0
40	0	415	41776	0	0	0	0	0	0	0	0
41	0	0	44760	14920	0	0	0	0	0	0	0
42	0	0	49236	19396	0	0	0	0	0	0	0
43	0	0	43268	53712	0	0	0	0	0	0	0
44	0	0	53712	76092	0	0	0	0	0	0	0
45	0	0	47744	149200	0	0	0	0	0	0	0
46	0	0	35808	95488	0	0	0	0	0	0	0
47	0	0	28348	89520	0	0	0	0	0	0	0
48	0	0	37300	85044	0	0	0	0	0	0	0
49	0	0	32824	68632	0	0	0	0	0	0	0
50	0	0	34316	67140	0	0	0	0	0	0	0
51	0	0	44760	80568	0	0	0	0	0	0	0
52	0	0	35808	77584	0	0	0	0	0	0	0
53	0	0	28348	68632	0	0	0	0	0	0	0
54	0	0	46252	67140	0	0	0	0	0	0	0
55	0	0	34316	77584	0	0	0	0	0	0	0
56	0	0	37300	65648	0	0	0	0	0	0	0
57	0	0	37300	73108	0	0	0	0	0	0	0
58	0	0	26856	65648	0	0	0	0	0	0	0
59	0	0	32824	71616	0	0	0	0	0	0	0
60	0	0	20888	50728	0	0	0	0	0	0	0
61	0	0	25364	55204	0	0	0	0	0	0	0
62	0	0	28348	46252	0	0	0	0	0	0	0
63	0	0	34316	61172	0	0	0	0	0	0	0
64	0	0	28348	50728	0	0	0	0	0	0	0
65	0	0	37300	56696	0	0	0	0	0	0	0
66	0	0	20888	55204	61172	0	0	0	0	0	0
67	0	0	23872	58188	38792	0	0	0	0	0	0

68	0	0	25364	53712	29840	0	0	0	0	0	0
69	0	0	26856	46252	38792	0	0	0	0	0	0
70	0	0	28348	43268	28348	0	0	0	0	0	0
71	0	0	28348	35808	38792	0	0	0	0	0	0
72	0	0	28348	38792	37300	0	0	0	0	0	0
73	0	0	23872	53712	40284	0	0	0	0	0	0
74	0	0	17904	32824	22380	0	0	0	0	0	0
75	0	0	22380	35808	31332	0	0	0	0	0	0
76	0	0	26856	35808	28348	8952	0	0	0	0	0
77	0	0	20888	35808	32824	8952	0	0	0	0	0
78	0	0	17904	37300	25364	8952	0	0	0	0	0
79	0	0	17904	31332	32824	16412	0	0	0	0	0
80	0	0	20888	50728	34316	65648	0	0	0	0	0
81	0	0	23872	35808	25364	65648	0	0	0	0	0
82	0	0	25364	41776	19396	52220	0	0	0	0	0
83	0	0	19396	40284	26856	44760	0	0	0	0	0
84	0	0	25364	22380	17904	40284	0	0	0	0	0
85	0	0	20888	35808	14920	41776	0	0	0	0	0
86	0	0	13428	23872	13428	46252	0	0	0	0	0
87	0	0	16412	23872	16412	50728	0	0	0	0	0
88	0	0	13428	25364	17904	40284	0	0	0	0	0
89	0	0	19396	25364	11936	38792	0	0	0	0	0
90	0	0	17904	16412	13428	37300	8952	0	0	0	0
91	0	0	17904	17904	10444	47744	7460	0	0	0	0
92	0	0	19396	20888	5968	43268	8952	0	0	0	0
93	0	0	13428	20888	11936	37300	14920	0	0	0	0
94	0	0	14920	23872	11936	41776	20888	0	0	0	0
95	0	0	16412	23872	8952	50728	55204	0	0	0	0
96	0	0	17904	23872	11936	50728	56696	0	0	0	0
97	0	0	19396	16412	11936	41776	149200	0	0	0	0
98	0	0	20888	22380	13428	55204	110408	20888	0	0	0
99	0	0	17904	17904	13428	44760	85044	11936	0	0	0
100	0	0	19396	23872	10444	35808	83552	16412	0	0	0
101	0	0	23872	25364	7460	32824	88028	13428	0	0	0
102	0	0	17904	14920	7460	26856	76092	19396	0	0	0
103	0	0	17904	16412	7460	28348	89520	16412	0	0	0
104	0	0	14920	16412	8952	22380	73108	19396	0	0	0
105	0	0	17904	14920	8952	28348	71616	16412	0	0	0
106	0	0	0	20888	7460	28348	70124	14920	0	0	0
107	0	0	0	17904	10444	17904	68632	20888	0	0	0
108	0	0	0	14920	5968	23872	62664	13428	0	0	0
109	0	0	0	17904	7460	19396	50728	17904	17904	0	0
110	0	0	0	14920	7460	20888	59680	20888	14920	0	0
111	0	0	0	8952	5968	14920	55204	16412	22380	0	0
112	0	0	0	10444	5968	17904	52220	17904	17904	0	0
113	0	0	0	10444	5968	22380	68632	20888	22380	0	0
114	0	0	0	13428	5968	16412	59680	23872	19396	0	0
115	0	0	0	14920	5968	22380	49236	19396	16412	0	0
116	0	0	0	10444	5968	17904	50728	37300	17904	0	0
117	0	0	0	5968	5968	13428	50728	34316	14920	0	0
118	0	0	0	8952	7460	13428	44760	28348	13428	0	0
119	0	0	0	0	5968	8952	32824	19396	14920	0	0
120	0	0	0	0	5968	14920	37300	25364	8952	0	0
121	0	0	0	0	0	20888	49236	40284	13428	0	0
122	0	0	0	0	0	17904	44760	37300	16412	0	0
123	0	0	0	0	0	22380	43268	23872	11936	0	0
124	0	0	0	0	0	10444	29840	22380	8952	0	0
125	0	0	0	0	0	11936	38792	23872	14920	0	0
126	0	0	0	0	0	14920	34316	28348	11936	0	0
127	0	0	0	0	0	16412	31332	19396	10444	0	0
128	0	0	0	0	0	14920	28348	23872	8952	0	0
129	0	0	0	0	0	11936	29840	29840	13428	0	0
130	0	0	0	0	0	10444	37300	20888	16412	0	0
131	0	0	0	0	0	11936	23872	28348	11936	0	0
132	0	0	0	0	0	11936	31332	22380	14920	0	0
133	0	0	0	0	0	11936	32824	28348	7460	0	0
134	0	0	0	0	0	16412	22380	25364	13428	0	0
135	0	0	0	0	0	13428	29840	25364	10444	0	0
136	0	0	0	0	0	13428	28348	20888	11936	0	0

206	0	0	0	0	0	0	0	0	0	0	16412	22380
207	0	0	0	0	0	0	0	0	0	0	17904	20888
208	0	0	0	0	0	0	0	0	0	0	17904	19396
209	0	0	0	0	0	0	0	0	0	0	16412	23872
210	0	0	0	0	0	0	0	0	0	0	13428	20888
211	0	0	0	0	0	0	0	0	0	0	17904	26856
212	0	0	0	0	0	0	0	0	0	0	14920	17904
213	0	0	0	0	0	0	0	0	0	0	16412	19396
214	0	0	0	0	0	0	0	0	0	0	17904	23872
215	0	0	0	0	0	0	0	0	0	0	17904	23872
216	0	0	0	0	0	0	0	0	0	0	10444	23872

INTEL PRICE AND PERFORMANCE

Product	Price	Performance
1	\$ 999	14.0
2	\$ 999	16.4
3	\$ 999	22.7
4	\$ 999	25.0
5	\$ 1,199	27.4
6	\$ 999	31.3
7	\$ 999	33.0
8	\$ 999	41.6
9	\$ 1,399	47.0
10	\$ 1,499	55.2
11	\$ 999	57.2

COMPETITION PRICE AND PERFORMANCE

Competition	Price	Performance
weeks 1-19	\$ 1,031	15.5
weeks 20-47	\$ 1,031	17.0
weeks 48-64	\$ 999	19.0
weeks 65-83	\$ 459	20.0
weeks 84-97	\$ 239	21.0
weeks 98-114	\$ 275	22.3
weeks 115-127	\$ 235	24.2
weeks 128-149	\$ 235	24.7
weeks 150-165	\$ 275	28.7
weeks 166-181	\$ 195	29.8
weeks 182-216	\$ 195	31.7